

# CONSUMERS' PERCEPTION AND PURCHASE INTENTION TOWARDS ORGANIC FOOD PRODUCTS

NURLIYANA BINTI MAHPOF

A dissertation submitted in partial fulfillment of the  
requirements for the award of the degree of  
Master of Management (Technology)

Faculty of Management  
Universiti Teknologi Malaysia

AUGUST 2014

Dedicated to my beloved father and mother, family,  
supervisor and friends.

## **ACKNOWLEDGEMENT**

Assalamualaikum and all praise to Allah S.W.T, the Benevolent of His blessing and guidance for giving me inspiration to complete this thesis. I wish to express my sincere appreciation to my supervisor, Dr. Inda Sukati for the encouragement guidance, critics and commitment.

My fellow friends should also be recognized for their support. My sincere appreciation also extends to all my colleagues and others who have provided assistance at various occasions. Their views and tips are useful indeed.

Finally, I would like to acknowledge gratitude to my parents, Mr Mahpof bin Mahmood and Mrs Sapiah binti Haris and also all my family members for their support in completing this thesis.

## ABSTRACT

This study is about the discoveries on the factors affecting purchase intention of organic food in Malaysia. Nowadays, in today's modern world a new consumer lifestyle has emerged especially in the attitude of consuming organic food. This phenomenon has occurred because people are beginning to be aware of the importance of consuming healthy food in their daily lives. This study attempt to determine the consumers' purchase intention based on Theory of Planned Behaviour. There are six factors that are used in this study to examine the influence towards the purchase intention of organic food products. The factors are perceived health, environmental friendly and animal welfare, quality, price, safety and availability to measure the relation with purchase intention. Data was collected in supermarkets and wet markets around Johor Bahru, Malaysia area. Total number of 200 respondents did complete the questionnaires that had been distributed, representing 87% return rate. The analysis had been done using descriptive statistics, factor analysis, Cronbach Alpha reliability test, Pearson correlation and multiple regression method. The results gained from this study indicated that consumers' purchase intention are significantly influenced by their perception of organic food products which are perceived health, environmental friendly and animal welfare, quality, price, safety and availability. The findings are beneficial to marketers and retailers to develop the suitable marketing strategies to attract consumers' attention towards their products.

**Key words:** Theory of Planned Behavior, Consumer's perception, Purchase intention

## ABSTRAK

Kajian ini adalah mengenai penemuan kepada faktor-faktor yang memberi kesan kepada kecenderungan pembelian makanan organik di Malaysia. Pada masa kini, di dunia moden hari ini, gaya hidup pengguna yang baru telah muncul terutamanya dari segi kecenderungan mereka terhadap produk makanan organik. Fenomena ini terjadi kerana pengguna telah mula sedar akan kepentingan memakan makanan sihat dalam kehidupan seharian. Kajian ini dijalankan bagi mengenalpasti kecenderungan pembelian berdasarkan Teori Tingkahlaku Terancang. Terdapat enam faktor yang digunakan dalam kajian ini untuk mengkaji pengaruh terhadap kecenderungan pembelian produk makanan organik. Faktor-faktornya adalah kesihatan, mesra alam sekitar dan kebajikan haiwan, kualiti, harga, keselamatan dan ketersediaan untuk mengkaji hubungannya dengan kecenderungan untuk membeli. Data dikumpulkan di beberapa pasaraya dan pasar basah sekitar Johor Bharu. Seramai 200 orang responden telah menyelesaikan boring kaji selidik yang telah diedarkan mewakili 87% kadar pemulangan. Analisis telah dilakukan menggunakan statistic deskriptif, analisis factor, ujian kebolehpercayaan Cronbach Alpha, korelasi Pearson dan kaedah regrasi berganda. Keputusan yang diperolehi daripada kajian ini menunjukkan bahawa kecenderungan pengguna membeli produk makanan organik adalah dipengaruhi oleh persepsi mereka terhadap kesihatan, mesra alam sekitar dan kebajikan haiwan, kualiti, harga, keselamatan dan ketersediaan. Hasil kajian ini memberi manfaat kepada pemasar dan peruncit untuk membangunkan strategi pemasaran yang sesuai untuk menarik perhatian pengguna terhadap produk mereka.

**Kata kunci:** Teori Tingkahlaku Terancang, Persepsi pengguna, Kecenderungan pembelian